

State Library of North Carolina

UPDATE

<http://statelibrary.dcr.state.nc.us>

December 2003

Marketing Across the State

In response to public and academic librarians' requests, two additional marketing workshops have been added—one in Charlotte and the other in Raleigh. Participants attending the workshop will be eligible to apply for the LSTA Marketing grant.

During October, Peggy Barber and Linda Wallace (of Library Communication Strategies Inc.) joined State Library Consultant Pam Jaskot to present Part II of the fall marketing workshops. The opportunity to connect with librarians across the state and listen to their wonderful, creative marketing ideas was a rewarding and educational experience. The synergy and cooperative spirit amongst the librarians made for productive workshops.

At each workshop, participants presented their marketing plan drafts. Each presentation was followed by review and feedback from the group. The plans represented 44 different library systems and included topics such as staff morale, promoting new facilities, programming, promoting both new and existing library services, improving the library's image and targeting specific audiences.

After the workshops, Peggy, Pam and Linda compiled marketing ideas, responses to questions about the grant and additional marketing plans and e-mailed these to each participant. In addition, an informational sheet was provided on "How to Hire a Graphic Designer." Participants have been encouraged to submit a draft of their marketing/communication plan for review prior to completing the grant application.



Honorary Start Squad to Debut at Powwow

In the midst of teepees, dancing, singing and an expected crowd of over 3,000, the Honorary Start Squad will make its debut. Arrangements have been made with the North Carolina School of Science and Math to promote the Start Squad Kids' Portal at their Native American Powwow on February 21st in Durham. The Honorary Start Squad, composed of children from around the county who have an interest in libraries and have used the portal, will serve as Start Squad ambassadors and demonstrate to other kids and their parents how they use the online resource. Anyone interested in assisting with the event should contact Pam Jaskot by phone at 919/807-7421 or by e-mail at pjaskot@library.dcr.state.nc.us.

Documents Branch

The Documents Branch of the State Library has completed Phase I of its project, Access to State Government Information Initiative, funded through an LSTA Statewide Leadership Grant. Because state government agencies are increasingly publishing directly on the World Wide Web and eliminating paper documents, the State Library initiated this project. It will explore current and future publishing practices of North Carolina state government in order to establish methods for providing permanent public access to all state government information. The State Library is the official repository for all printed state government publications, but it is not set up to accommodate digital publications at this time. Jan Reagan, head of the Documents Branch, leads the Initiative, and Kristin Martin and Lucy Reid serve as the project's Digital State Documents Librarians.

During Phase I of the Initiative, project staff researched current agency publishing practices and educated state agency staff about the challenges of preserving and providing access to digital state government information. Staff examined the websites of 10 executive branch agencies and looked at nearly 2,000 publications produced by these agencies, determining whether the publications were in print, in digital, or both. They also interviewed 76 staff members in 27 executive, judicial, and legislative agencies about current and future publishing practices and met with State Data Center and Records and Archives staff to better understand digital government information, including records and statistical data.

Research revealed that more than half of all state publications are currently produced in digital format only, with this percentage expected to increase in the future. A complete report of the research findings is available on the project's website at <http://statelibrary.state.dcr.state.nc.us/digidocs/>.

In Phase II of the project, a Work Group composed of staff from state agencies; the State Library; the State

Data Center; Records and Archives; experts in the field of digital access and preservation; and depository librarians will work together to determine the proper course of action for ensuring permanent public access to state government information. The Work Group will use research findings from Phase I along with their individual expertise to consider the challenges of digital information and propose possible solutions for managing it for long term use. Project staff are also investigating similar projects in other state libraries around the

nation and hope to participate in collaborative efforts to develop and test solutions.

For more information on the Initiative, contact Kristin Martin by phone at 919/ 807-7445 or by e-mail at [<kmartin@library.dcr.state.nc.us>](mailto:kmartin@library.dcr.state.nc.us).

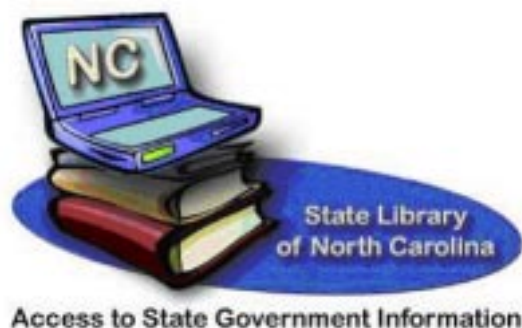
Genealogical Services

Genealogical Services has had two recent opportunities to serve the academic community.

On October 2nd, Genealogy Information Specialist Kay Tillotson visited Dr. Nancy Hill's graduate-level Psychology class studying "Ethnicity, Culture, and Family" to answer students' questions in an effort to help them prepare for a short oral family genealogy. The eight students represented a "melting pot" of backgrounds, including Jewish, Irish, Polish, Vietnamese, Ukrainian, and Native American-African American.

On November 1st (a Saturday, no less), Tillotson introduced the resources of the Genealogical Services collection to two distance education students enrolled in a Library and Information Studies course in genealogy reference at UNC - Greensboro and their instructor. The students are currently employed in North Carolina libraries and drove from Charlotte for this orientation, and two other students unable to make the trip later e-mailed questions about our resources. All were especially interested in ethnic research.

For more information on Genealogical Services, contact Pam Toms by phone at 919/807-7460 or by e-mail at [<ptoms@library.dcr.state.nc.us>](mailto:ptoms@library.dcr.state.nc.us).



Youth Services

Summer Reading

In the Summer of 2004, young people in North Carolina will discover all sorts of trails—from the voyage of Lewis and Clark to Aus-TRAIL-ia—as they participate in the Summer Reading program.



Discover New Trails @ Your Library

Using the national Collaborative Summer Library Program manuals purchased for them by the State Library and delivered in October, youth services librarians have been able to begin their program planning earlier than in years past, according to Youth Services Consultant Jim Rosinia. And Rosinia has been hearing raves about the high quality of the manuals from librarians across the state. Program materials have been ordered by librarians from an extensive catalog of materials and incentives using vouchers distributed by the State Library. In order to equitably distribute its state appropriation for Summer



Reading Program material, the amount of each voucher was based on the 2000 Census population of youth ages 0-14 in each library service area, rounded to the nearest thousand, and allocated at the rate of \$30/1000. Material will be delivered directly to libraries after March 1, 2004.



Quiz Bowl

In October, 45 librarians attended Quiz Bowl workshops in Kinston and Newton. At these workshops, Rosinia and members of the Quiz Bowl Committee reviewed the sponsor manual; offered suggestions for effective public relations; provided tips on what to do before, and on the day of, the Quiz Bowl competitions; and, especially for the benefit of new local Quiz Bowl coordinators, held a mock Quiz Bowl competition in which these new coordinators participated. Local Quiz Bowl coordinators continue to share ideas, problems, and solutions using an email distribution list created by Rosinia last year. This same list is being used by local coordinators to share the work of writing Current Events questions for the local competitions, which will be held between December 6, 2003 and February 14, 2004. District competitions will be held on March 20th and the State Finals will be held on April 24, 2004 and broadcast live on WUNC-TV.



Kids' Portal

Rosinia has also been working with staff from Keane, Inc., on a variety of enhancements to the Start Squad Kids' Portal <<http://startsquad.org>>. Many "behind the scenes" enhancements won't be obvious to the user but will greatly facilitate administration of the website and maintenance of the database. However, in the near future, there will be some very visible changes that will give the site a new and fresh look. A new Flash anima-

START SQUAD

tion has been created to take the place of the opening *the very best place to start* logo animation. Three new graphic themes (or "skins")—undersea, jungle, outer space—will be available to replace the map border that is currently being used. Images of members of the Start Squad that relate to the themes will also appear on the pages. Finally, in keeping with the philosophy of maximum local control of the Portal, local administrators will be able to decide which skin to use and when to change it. More details coming soon . . .

Jim Rosinia may be contacted by phone at 919/807-7425 or by e-mail at <jrosinia@library.dcr.state.nc.us>.



New Phone Numbers!

In October, the Department of Cultural Resources installed a new telephone system (complete with direct-to-desk dialing and voice mail) in the Archives & Library Building. As a result, the State Library's telephone numbers changed. Please use the following updated numbers.

State Library of North Carolina (Area Code 919)		
USPS Mailing Address: 4640 Mail Service Center Raleigh, NC 27699-4640		Street Address (Commercial Delivery): 109 E. Jones Street Raleigh, NC 27601-2807
Library Administration		807-7400
	Sandy Cooper, State Librarian	807-7405
	Grant Pair, Assistant State Librarian for Information Technology	807-7408
	Juedi Kleindienst, Assistant State Librarian: Chief Operating Officer and Director of the Library	807-7406
	Fax	733-8748
Library Development		807-7400
	Jeanne Crisp, Chief, Library Development	807-7415
	Frannie Ashburn, Director, North Carolina Center for the Book	807-7416
	Anne Marie Elkins, Consultant for Public Library Management	807-7419
	Penny Hornsby, Federal Programs Consultant	807-7420
	Pam Jaskot, Consultant for Library Communications	807-7421
	Raye Oldham, Consultant for Continuing Education	807-7423
	Timothy Owens, Consultant for Public Library Networking	807-7424
	Jim Rosinia, Youth Services Consultant	807-7425
	Fax	733-8748
Information Services		
	Reference	807-7450
	Genealogy	807-7460
	Fax	733-5679
Library for the Blind & Physically Handicapped		
	Voice	733-4376
	Fax	733-6910
	Toll-Free	1-888-388-2460

Other Numbers of Interest

	Department of Cultural Resources: Office of the Secretary	807-7250
	State Archives of North Carolina	807-7310
	North Carolina Library Association	839-6252
	NC LIVE Helpdesk	513-0451